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Set & Drift

R. M. Laske
U.S. Navy

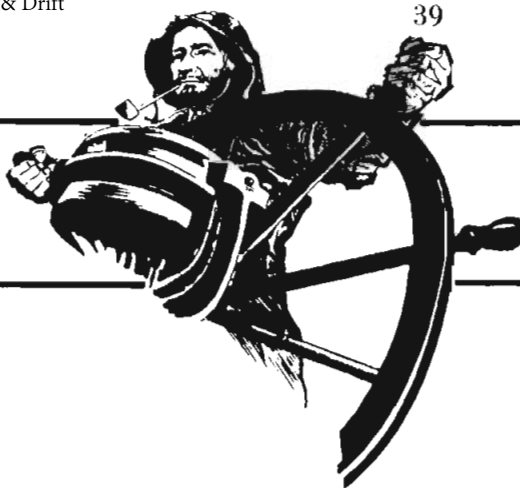
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SET AND DRIFT



Public Affairs. The annual Public Affairs Study of the Naval War College held from 24 to 25 October 1968 was of particular importance this year as it dealt not only with normal public affairs duties and procedures but with the obligations and responsibilities of the news media with special emphasis on the role of the press in Vietnam.

Experienced newspapermen, Government information officers, educators, and industrial public relations experts joined with naval public affairs specialists in discussing the problems and future needs of both the news media and the services in the search for a procedural balance acceptable to a democratic society.

Nearly 300 U.S. officers of the resident schools spent 2 days dealing with the essentials of public affairs as an important consideration in all levels of military planning. More than 25 military and civilian public affairs specialists participated as lecturers, panelists, and consultants in this study. Lecturers included the Assistant Secretary of Defense for Public Affairs, Mr. Phil G. Goulding, who led the program off with



Secretary Goulding (left) is accompanied by Vice Admiral Colbert, (right), President, Naval War College, to Pringle Auditorium. In background is Rear Admiral Lawrence R. Geis, USN, Navy Chief of Information.

a lecture entitled "Public Affairs within the Department of Defense"; Rear Adm. Lawrence R. Geis, Chief of Information, U.S. Navy, who discussed "Public Affairs and Command"; and Mr. L. Howard Bennett, Director, Civil Rights Office of the Assistant Secretary of Defense (Manpower and Reserve Affairs), who spoke on "Public Affairs in Relation to Civil Rights." Besides these lectures, a panel discussion on "The Obligations and Responsibilities of the News Media" was conducted by Mr. Howard R. Simpson, a Faculty Adviser and Consultant on U.S. Information Agency matters. The distinguished panel for this discussion included: Mr. Barry Zorthian, Special Assistant to the Director, U.S. Information Agency; Dr. Robert F. Delaney, Director, Edward R. Murrow Center of Public Diplomacy, The Fletcher School of Law and Diplomacy, Tufts University, and Foreign Affairs columnist, *Boston Sunday Globe*; Mr. Larry Norman, Pentagon correspondent for *Newsweek*; and Mr. John A. Johnson, Vice President of Public Relations and Advertising, Ling-Temco-Vought Inc.

Mr. Zorthian, who served in Vietnam for 4 years as Director of JUSPAO and Mission Press spokesman, emphasized the need for all commanders to have an understanding of the press and information media, particularly in an era when improved communications and electronic reporting bring military operations into the living rooms of the world.

The study established the public affairs role as one essential to both diplomatic and military objectives and one that the modern officer ignores or rejects at the expense of his organization and himself.

Naval Command Course Washington Field Trip. Students of the Naval Com-

mand Course recently returned from the first of four major field study trips scheduled throughout the academic year. This trip, the Washington Military Field Study Trip, was 10 days in duration and consisted primarily of visits to various departments and offices of the U.S. Government in Washington, D.C., with associated trips to Annapolis, Md.; Camp Lejeune, N.C.; and Fort Bragg/Pope Air Force Base, N.C.

This trip provided the Naval Command Course students an opportunity to view the working of the Federal Government by visiting selected Government and military activities in the Washington, D.C. area. The points of interest included the White House, where they were addressed by Special Assistant to the President, Walt W. Rostow; the Department of Labor where they heard Under Secretary James J. Reynolds; the Judicial Branch where they were addressed by Associate Justice Byron R. White; the Department of State, where they received a briefing from the Director of Intelligence and Research, Mr. Thomas L. Hughes; and Congress, where they had lunch with Congressman William S. Mailliard, Republican from the 6th District of California. Besides these visits, they observed BRASS STRIKE III, a Joint Army/Air Force firepower demonstration at Fort Bragg/Pope Air Force Base; a U.S. Marine firepower and amphibious operation conducted at Camp Lejeune; and spent a day observing academic processes at the U.S. Naval Academy. This latter visit represented a homecoming for three of the foreign officers as they are graduates of the Academy--Comdr. Federico S. Sinlao of the Philippine Navy, Comdr. Geraldo S.C. Guimaraes of the Brazilian Navy, and Comdr. Osvaldo M. Fourzan of the Mexican Navy.